

Clermont County Convention & Visitors Bureau
Board Meeting
Holiday Inn Express, Milford, Ohio
October 27, 2020

Attendance: Jim Comodeca, Greg Holman, Mary Eisnaugle, Jeff Blom, Nick Baker, Jim Collins, and Jeff Blom. Dan Solazzo and Payal Patel via phone.

Minutes: The meeting began at 12:35 and September 22, 2020 minutes were read.

Motion: Greg Holman made a motion to accept the September 22, 2020 minutes. Jim Collins seconded the motion. All in favor, motion passed.

Mohammad Shoaib, owner of the **Holiday Inn Express**, spoke to the Board. He reported there were no layoffs during the Covid-19 pandemic. They did cut breakfast and breakfast staff. The second floor was shut down for various periods. The biggest problem is staffing housekeeping.

Mohammed spoke about the groundbreaking and building of the new Staybridge Suites. It has been delayed 8 months after receiving loan approval in January 2020.

New Staybridge Suites Features:

- 92 rooms
- Brand new prototype
- 75,000 sq ft
- 1st floor all open except 5 rooms
- L shaped
- Large lobby
- All Suites (King / Studio, Queen 27)
- Kitchens
- Pool & fitness rooms

Treasurer's Report: Dan Solazzo via phone

Clermont Sports Development Corp:

- Received payment for Clermont-coded to johnboats coded to equipment
- Start dock payment \$7,000 went [REDACTED] for equipment
- Only expense – internet

Clermont County CVB:

- Monthly expenses / more than revenue
- Salary is up due to 3 payrolls in one month, which accounts for higher expenses.
- Marketing - \$3,500 Great Lakes Publishing expense for poly-bagging 5,000 visitor guides w/ Ohio Magazine
- Ford Explorer expense was for an oil change / door repair.
- Professional fees were for Brixey & Meyer monthly fee and Ohio Auditor \$2,500 AUP Audit.
- Budget adjustment of \$7,000 is EDIL Loan

- Edward Jones & TD Ameritrade: both went down in September. Volatile market still through the remainder of the year.

Greg Holman said the expenses over revenue is a short-term problem.

Jim Collins said the CVB can use PPP loan for 2020 payroll and operations.

Motion: Jim Collins made a motion to accept the Clermont County CVB financials as presented and Greg Holman seconded. All in favor, motion passed.

Motion: Greg Holman made a motion to accept the Clermont Sports Development Corp financials as presented. Payal Patel seconded the motion. All in favor, motion passed.

Marketing & Sales: Jeff Blom

STR Report: Hotel occupancy was 46.3% in September, down 37.1% from 73.6% in 2019. ADR was \$74.85, which was down only 12.1% from September 2019. That was good news. RevPAR was \$34.65, down 44.7% from September 2019. That is not good. The next few months will continue to be a challenge due to COVID-19 and people not traveling.

CSDC Update: Boathouse garage door needed fixed as it came off the tracks. Overhead doors repaired the door and serviced the other two for \$275.

Sales: CVB won the bid to host the 2024 NCAA Women's Rowing National Championships along with co-hosts Cincinnati USA Sports and Marietta College. This is a big win for our CVB and we are thrilled to get this event and 700 athletes. In addition, CVB won bid to host SBC Ohio State Basketball Championship in March for 1,000 athletes. Both events will use 1,200 hotel room nights each.


Marketing: CVB launched the Discover Clermont Tail Trail through our Bandwango platform. 13 stops and finishers medal for visitors traveling with their dogs. Has already been downloaded over 300 times. Mixture of parks and businesses that cater to pets. CVB coordinated a photo shoot at East Fork State Park, so we could obtain quality photos for hiking and fishing at the park to be used in various marketing channels. Great Lakes Publishing was selected to develop new 2021 Visitor Guide with additional marketing opportunities through Ohio Magazine. Developed new meeting and sports venue collateral sheet for DPG.

Old Business: No old business

New Business: No new business.

Motion: A motion to adjourn at 1:09 p.m. was made by Nick Baker, seconded by Jim Comodeca. All in favor, motion passed.

The next Board meeting will be Tuesday, November 17, at the Holiday Inn Eastgate.


Secretary Jeff Sperry

1.26.2021

Date